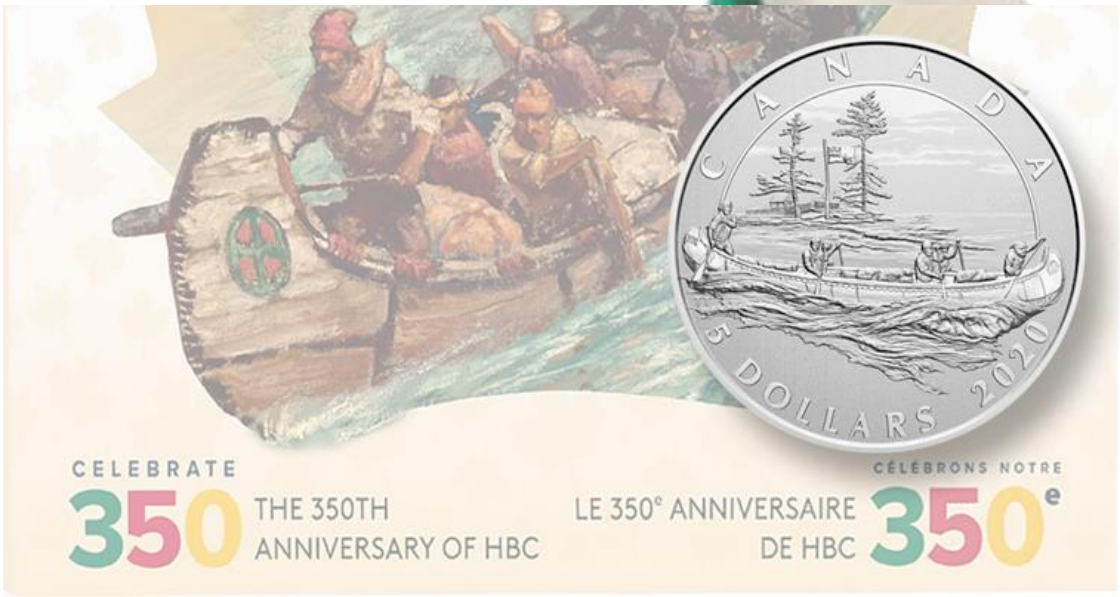




STREETWORKS
DEVELOPMENT

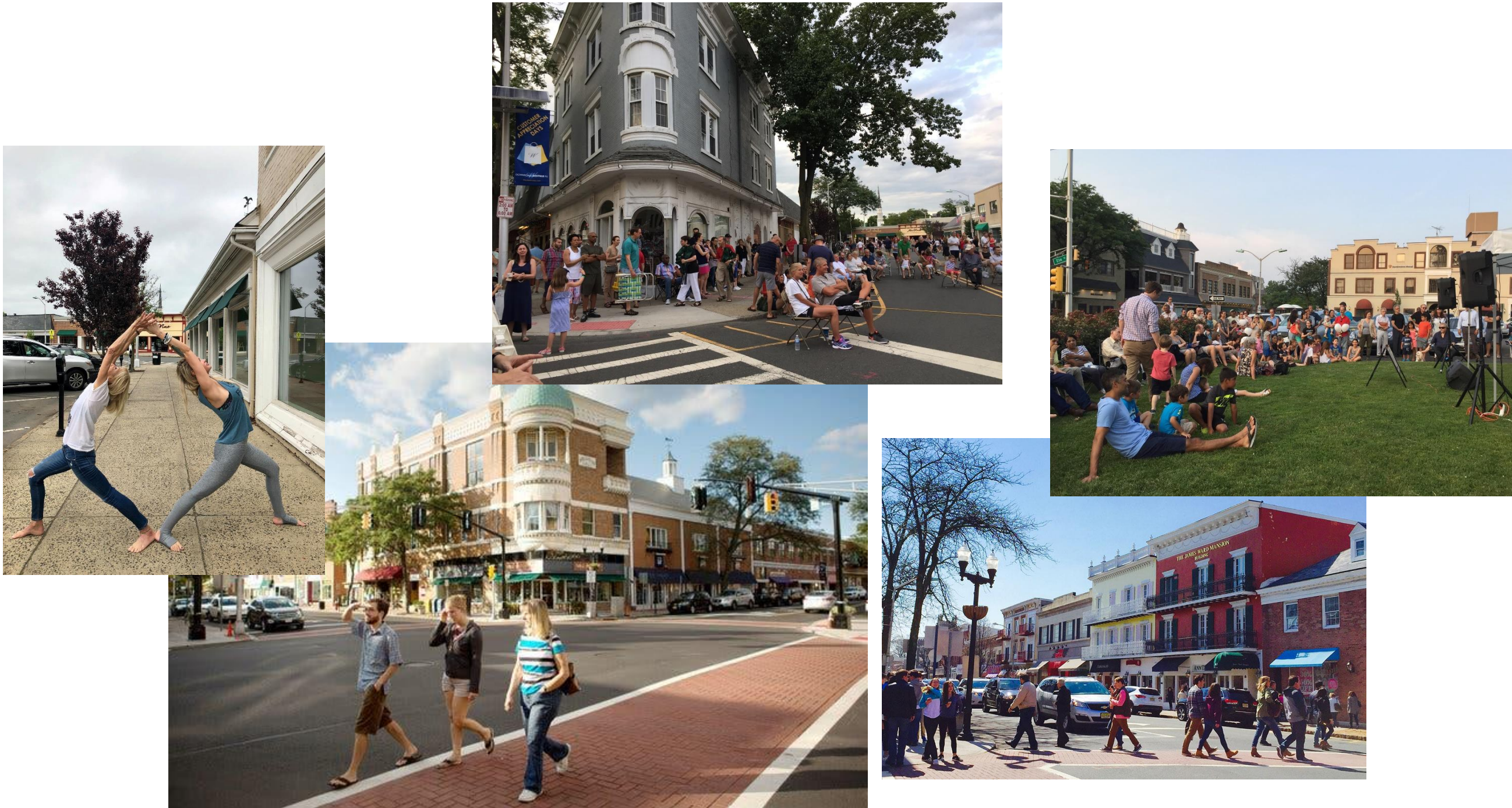
Since 1670, North America's Oldest Company



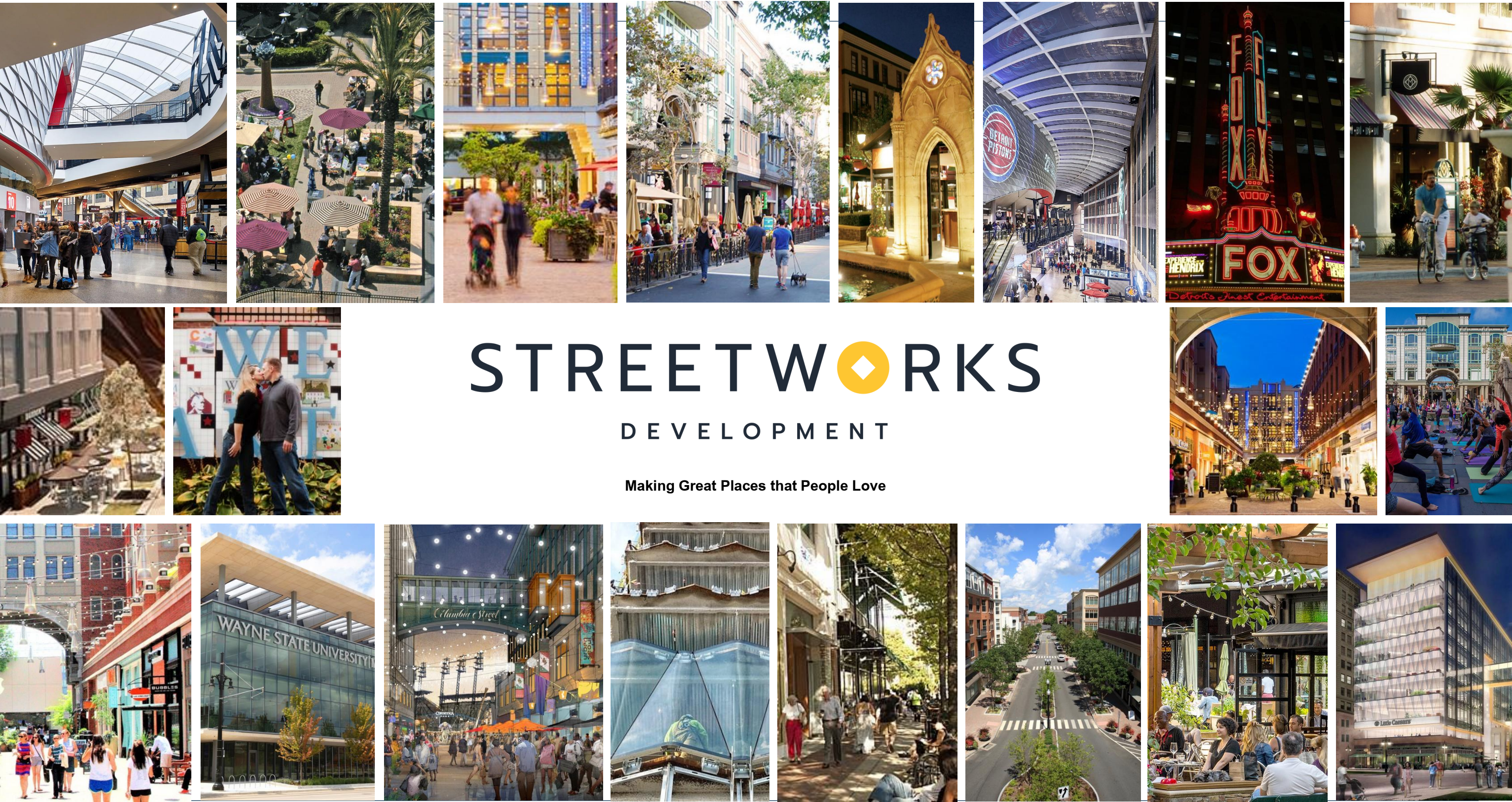
A Part of Westfield's Community



Our Continued Commitment to Westfield



Long-Term Track Record in Developing Downtown Districts.



STREETWORKS
DEVELOPMENT

Making Great Places that People Love



Richard Baker
Governor &
Executive Chairman



Ken Narva
Chairman, Streetworks
Development



Doug Adams
Senior Vice
President,
Development



Richard Heapes
Senior Vice President
Design + Architecture



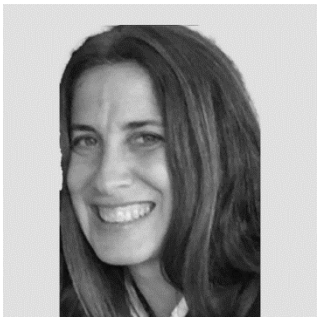
Carolina Simon
Vice President
Development



Trenesa Danuser
Vice President, Branding
Comms + Outreach



Medo Doss
Vice President, Real Estate
Development, + Construction



Lisa Weitzman
Senior Vice President
Investments



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Experience Developing Mixed-Use Districts

Key Land-Use and Housing Issues

Redevelopment, i.e. Utilize south side train station parking lot;
Increase the density of downtown;
Encourage mixed-use;
Need new streetscape amenities.

Key Land-Use and Housing Recommendations

Examine zoning to keep new construction in contextual scale;
Encourage MXD structures vs. Multi-family buildings;
Encourage Transit Oriented Development near train station;
Use redevelopment tools on existing underutilized sites.

Transportation Issues

Parking in the Downtown (52%);
Biking/Walking Facilities & Amenities.

Mobility Recommendations

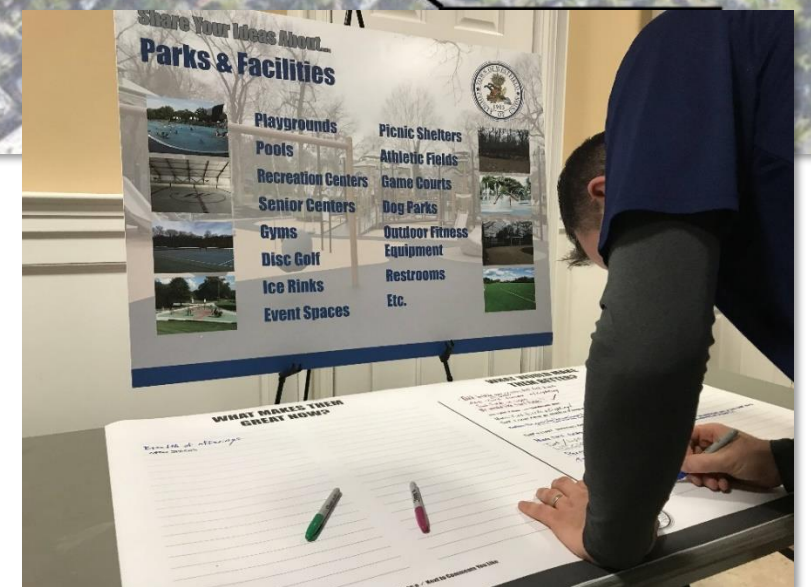
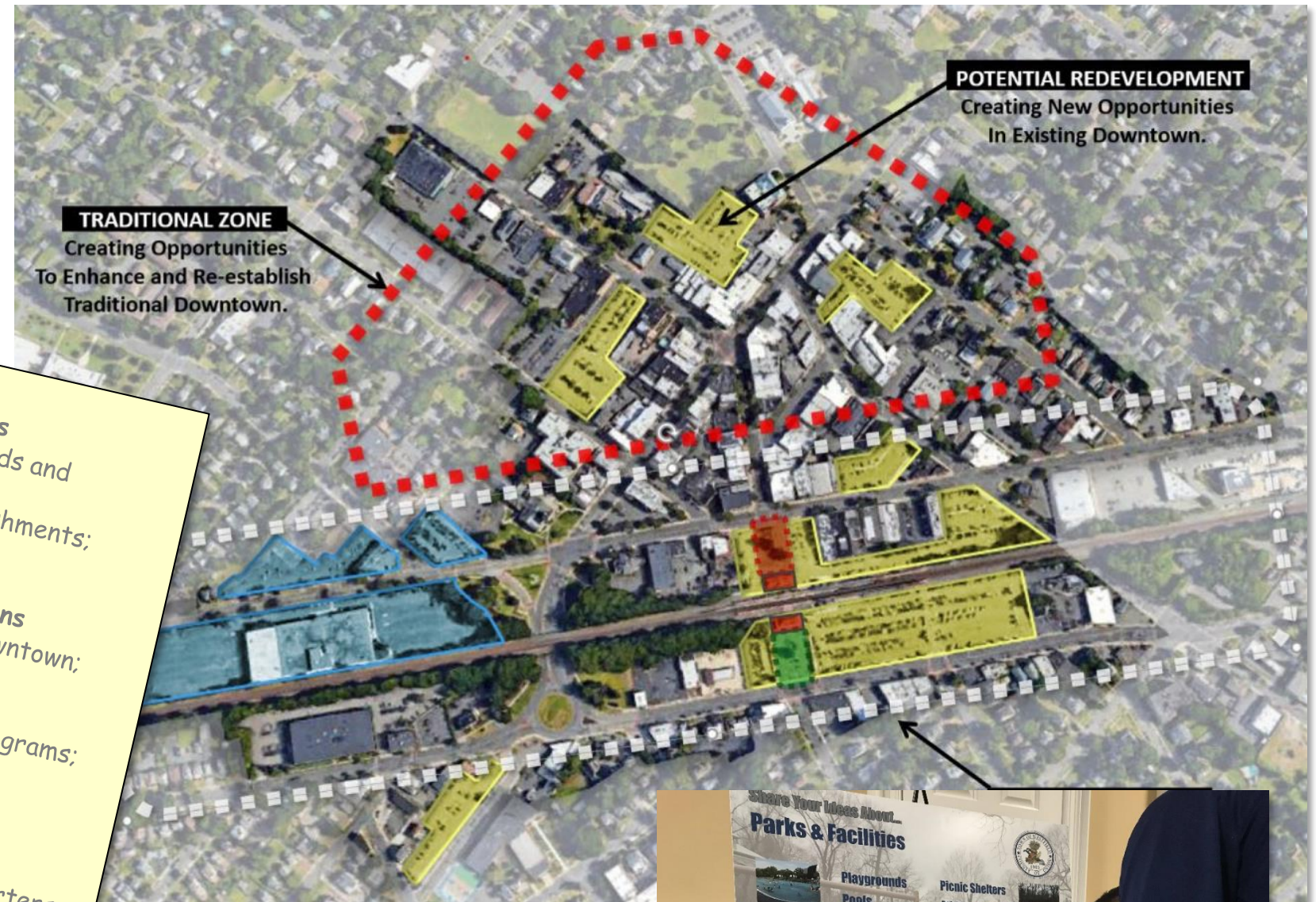
Promote transit-oriented development;
Develop streetscape design standards;
Develop sidewalk fund and PILOP program;
Add more bike racks to downtown;
Explore potential for a parking structure.

Downtown Economic Issues
Increase availability of goods and services;
More entertainment establishments;
More restaurants.

Key Economic Recommendations
Explore areas 'placemaking' downtown;
Improve pedestrian realm w/ streetscaping;
Support façade improvement programs;
Attract major employer.

Key Community Facility Recommendations
Relocate Fire Department Headquarters;
Consider a Town Community Center;
Encourage installation of public art and murals;
Encourage green purchasing and increase.

Key Development Strategies
Strongly encourage redevelopment (47%);
Attract major employers (36%)



Experience Developing Mixed-Use Districts



NEW DEVELOPMENT, OFFICES, RETAIL
AND MIXED-USES ARE FAVORABLE IN
THE DOWNTOWN.

66%

- Redevelop/rehabilitate in the downtown while protecting residential areas from additional development.
- Increase density in the downtown.
- Mixed-use is viewed as positive in the downtown.
- Create physical and visual linkages between North and South Avenue corridors.

“Timeless authentic mixed-use developments are our unique expertise. They are more than just experience in each of the uses. They are 1+1+1=10”

Busy Sidewalks Make the Downtown



THE GOODS AND SERVICES IN DOWNTOWN
ARE VERY IMPORTANT.

48%

61% say downtown could use more entertainment establishments.

56% say downtown could use more restaurants.

- Downtown severely lacks public spaces and needs place making.
- Downtown needs more experiential retail and entertainment options.
- Attract traditional and non-traditional employers. Offer residents the opportunity to work where you live.
- Create a comprehensive streetscape plan.
- Capitalize on underutilized properties.

*“Side walks are the front porch of a downtown,
We are experts in conceiving great sidewalk systems.”*

Tested Approach to Connectivity and Scalability



APPROACH
DEVELOPMENT IN A
HOLISTIC MANNER.



52% say increasing parking in the downtown area is very important

- 64% - Improve Bike & Walk Conditions.
- 59% - Add more parking downtown.
- 48% - Add more streetscape Amenities.
- Approach development in a holistic manner in terms of traffic and circulation.
- Need appropriately located and scaled parking facilities.

“Do wnto wn is a ho listic and o rganic, place not ju st ano ther co llectio n of bu ildings.”

We Diversify Housing Stock



82.7 %

WESTFIELD'S
RESIDENTIAL UNITS ARE
SINGLE-FAMILY HOMES



- Diversify Westfield's housing stock. Mixed-use housing is supported in the downtown.
- Support for 'aging in place' and 'household lifecycle'.
- Embrace Transit Oriented Development (TOD).

"Yo u can't have neighbo rho o ds witho u t neighbo rs."

We Create Destination Public Spaces



57 %

CONDITION OF PARKS,
RECREATION AND
PUBLIC SPACES ARE
IMPORTANT.



- Develop a multi-generational community/arts/cultural center.
- Develop a community meeting space.
- Relocate the historic fire department and redevelop it for community or commercial space.

*“Great public spaces can be the glue of the community.
They drive financial, market, community & spiritual value.”*

We Leverage Heritage to Celebrate Communities



Santana Row, 1999 – San Jose, CA - 900,000 pop

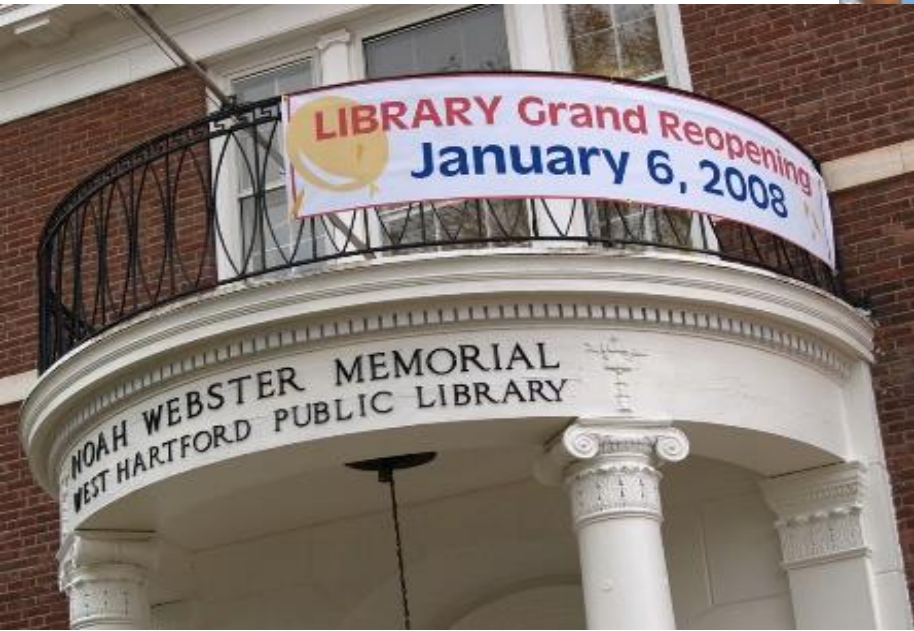


Blue Back Square, 2007 – Hartford, CT 61,000 pop

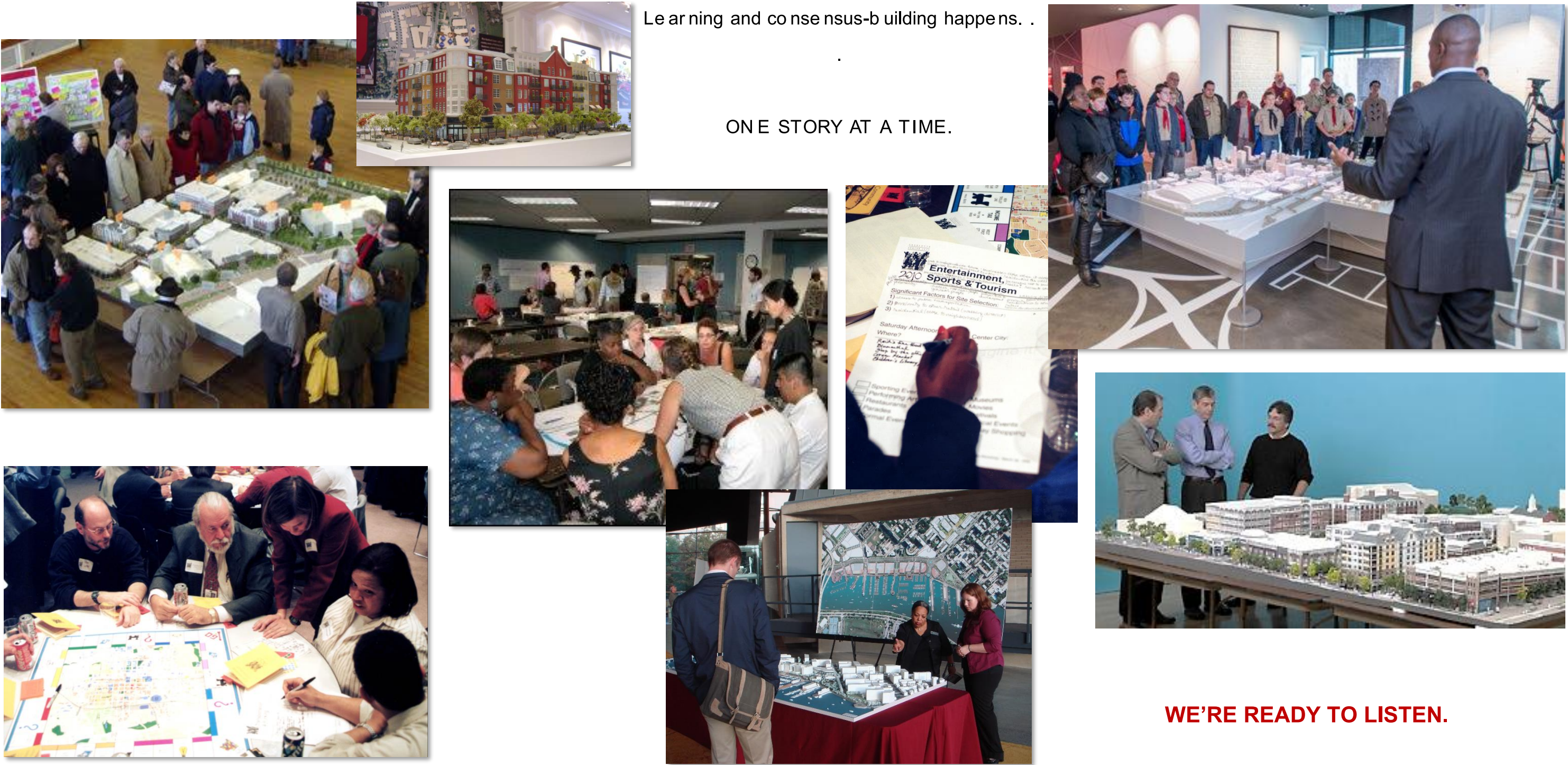


The District Detroit, 2017 – Detroit, MI – 672,000 pop

“History is precious!”



Committed to Community Consensus-Building



Learning and consensus-building happens.

ONE STORY AT A TIME.

WE'RE READY TO LISTEN.

T H A N K Y O U



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